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Automation for print,
online and mobile

case study

Rhino-Rack

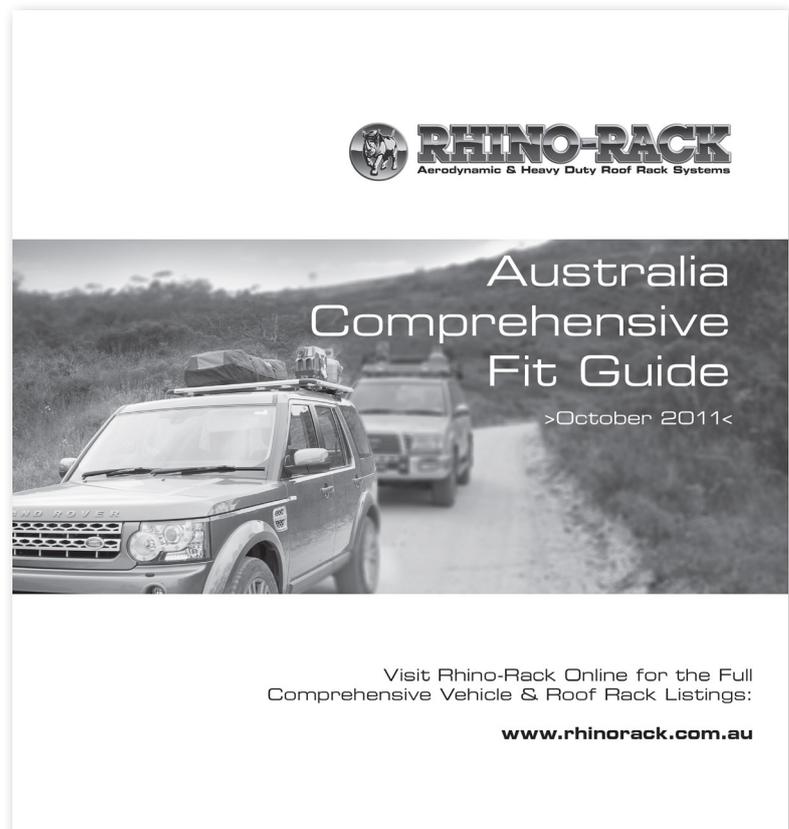
*Production time for fit guides reduced from
one month to three days – with better results*

The world's most useful roof racks

Rhino-Rack has been creating world-class roof racks since 1992, and is now the proud owner of Australia's most diverse and innovative range of roof racks and accessories for tradesmen, sportsmen, sun-seekers and nature lovers.

Rhino-Rack has over 120 employees across its manufacturing and warehousing departments in Australia, New Zealand and the USA, and exports to 25 countries worldwide.

- **Manufacturer manages production of fit guides with Typefi Desktop.**
- **Fit guide production time has reduced by over 75%.**
- **Typefi integrates seamlessly with manufacturer's centralised data management system – no duplication.**
- **Publishing errors have been significantly reduced.**



The Rhino-Rack promise is quality design and affordable pricing every time, and everything Rhino-Rack sells is made and tested to strict Australian standards.

The company also works with car manufacturers to make sure it's completely on the ball with the latest vehicle trends, tailoring products to ensure they're the very best on the current market.

The challenge: Maintaining up-to-date fit guides for an extensive product range

Rhino-Rack's *Comprehensive Fit Guide* is a printed guide to fitting each roof rack system for all models of vehicle. It is produced in native language versions for each dealer market, including Australia, France, Germany, Israel, the United Kingdom, and the United States of America.

“Using Typefi Desktop, our production time has greatly reduced, from one month down to three to four days.”

Rhino-Rack maintains a rolling schedule of producing one version of the *Comprehensive Fit Guide* every 1-2 months, which means the production cycle is almost constant. Keeping the guides up to date with new product and vehicle-fitting specs is crucial for sales and installation, and speed and accuracy are paramount.

Printing schedules are tight, and a missed production deadline can result in lost sales and, in some cases, lost deposits that have been paid to printers.

Prior to 2010, Rhino-Rack maintained its product data in a Microsoft Excel spreadsheet which was updated manually. To produce each version of the *Comprehensive Fit Guide*, the data was exported from Excel into Quark XPress for typesetting by the in-house designer.

The production and proofing processes were both error-prone and slow, with each version taking up to a month to produce.

The solution: Centralised data management and automated guide composition

In 2010, whilst reviewing its production processes, the Rhino-Rack implementation team realised that the company's data management system needed an overhaul.

The master product data was maintained in an Excel spreadsheet, with a subset maintained in XML format for use on the company website. The team decided to modernise the system and utilise the versatility of the XML data by installing a new XML-based database, populated initially with the existing XML data from the website and further augmented by the data from Excel.

As a result, data could be centrally managed with layers of information being used for a variety of purposes. A subset of the data went to the website, while a full set of data – including all technical specs for fitting – could be easily used to publish the *Comprehensive Fit Guide*.

HOW TO USE THIS FIT GUIDE

Question #1 What type of car do you have?
Question #2 What do you want to carry?

What type of car do you have?
Find the correct Make & Model

This is the description – yep,
says it all doesn't it?

What do you want to carry?
This is where you pick the right
rack system for the job.

This is where you can see
what it looks like.
Check out the back
pages of this guide.

This is how
much it
costs.

MAKE / MODEL	DATE	PHOTO REF #	DESCRIPTION	PRICE (incl GST)	COMPLETE KIT PART NUMBER
FORD					
Overseas Air Use Crew Cab	99 – 10/06	B6	2 x Square 41mm x 41mm Bars – Track Mount's With Overhang	\$405.00	
RHINO HEAVY DUTY TRACK MOUNT 2 BAR		A8	2 x Silver Oval Bars – Track Mount's With Overhang	\$405.00	
SPORTZ RSS 1 BAR		C2	1 x Flush Style Black Oval Bars	\$175.00	RS600F
SPORTZ RSS 2 BAR		C2	2 x Flush Style Black Oval Front Bar	\$319.00	RS666
2500 HEAVY DUTY 1 BAR		D2	1 x Square 41mm x 41mm Bars – With Overhang	\$162.00	
2500 HEAVY DUTY 2 BAR		D2	2 x Square 41mm x 41mm Bars – With Overhang	\$306.00	
2500 SPORTZ 2 BAR		D4	2 x Flush Style Silver Oval Bars	\$289.00	RB142
2500 AERO 2 BAR		D1	2 x Silver Oval Bars With Overhang	\$289.00	
2500 EURO 2 BAR		D3	2 x Silver 28mm x 32mm Alloy Bars With Overhang	\$199.00	

2500 EURO
Silver 22mm x 32mm
Alloy Bars with Overhang



2500 SPORTZ
Flush Style Silver
Oval Bars



2500 AERO
Silver Oval Bars
With Overhang



COMPONENT BREAKDOWN LEGS / FITTING KITS	BAR	SPECIES / TRACKS MEASUREMENTS	LOAD RATING	FITTING CHARGE	FOLDER REF	COMMENTS
		FRONT 1077 / REAR 1067	75kg	\$40.00	4.0	Not for use on unsealed roads.
DK46 x 1	DA126 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK46 x 1	DS126 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
			60kg	\$40.00	3.0	
		FRONT 1104 / REAR 1090	50kg	\$40.00	4.0	Not for use on unsealed roads.
DK43 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK43 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK43H x 1	DA1500-HALF x 1		30kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
DK43 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK43 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK43H x 1	DA1500-HALF x 1		30kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
DK43 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
DK43H x 1	DA1500-HALF x 1		30kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
			80kg	\$110.00	3.0	Only to be fitted to vehicles without seatroof.
			50kg	\$40.00	3.0	Rack rack attaches to tie anchor points in window slots in roof. Not for use on unsealed roads.
RLTRD x 2	RB1900 x 2		100kg	\$40.00	2.0	Rack rack attaches to factory anchor points in roof. Max 4 crossbars.
RLTRD x 2	RB2100 x 2		100kg	\$40.00	1.0	Rack rack attaches to factory anchor points in roof. Max 4 crossbars.
RLTRD x 2	RB1900 x 2		100kg	\$40.00	2.0	Rack rack attaches to factory anchor points in roof. Max 4 crossbars.
RLTRD x 2	RB2100 x 2		100kg	\$40.00	1.0	Rack rack attaches to factory anchor points in roof. Max 4 crossbars.
		FRONT 921 / REAR 889	50kg	\$40.00	4.0	Not for use on unsealed roads.
DK83 x 1	DA118 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
DK83 x 1	DS118 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
RLDP1 x 1	RB1500 x 3		100kg	\$50.00	2.0	Rack rack attaches to anchor points in roof.
RLDP1 x 1	RB2100 x 3		100kg	\$50.00	1.0	Rack rack attaches to anchor points in roof.
		FRONT 889 / REAR 885	50kg	\$40.00	4.0	Not for use on unsealed roads.
DK88 x 1	DA126 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
DK88 x 1	DS126 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
RLTP x 2	RB1250 x 2	RT11 x 1	100kg	\$100.00	2.0	
RLTP x 2	RB2250 x 2	RT11 x 1	100kg	\$100.00	1.0	
			50kg	\$50.00	3.0	Single bar. Not for use on unsealed roads.
DK88H x 1	DA1250-HALF x 1		50kg	\$40.00	3.0	Not for use on unsealed roads.
DK88H x 1	DS1250-HALF x 1		50kg	\$50.00	4.0	Single bar. Not for use on unsealed roads.
DK88 x 1	DA1250 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
DK88 x 1	DA1250 x 1	FRONT 989 / REAR 985	50kg	\$40.00	4.0	Not for use on unsealed roads.
DK88 x 1	DA1250 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.
DK88 x 1	DS1250 x 1		50kg	\$40.00	4.0	Not for use on unsealed roads.

Seamless integration between Typefi Desktop and Rhino-Rack's new XML database

The next step in improving the production process was to automate composition of the guides using Typefi Desktop, Typefi's end-to-end automated publishing platform for individuals and small businesses. Typefi Desktop is also perfect for larger businesses where publishing output is managed by a single user within the organisation.

"As well as much faster production turnaround, automating composition has resulted in a noticeable reduction in errors. That's really important for us."

As the content for the *Comprehensive Fit Guide* was now contained in a defined structure within the XML database, it was a relatively simple process to map the XML structure to new templates for production.

The existing Quark Xpress design templates were replaced with updated Adobe InDesign templates for seamless integration with Typefi Desktop.

With the single click of a button, Typefi Desktop now extracts the most current data from the XML database and automatically composes it into the correct fields in the pre-prepared design templates, ready for printing in minutes.

Rhino-Rack



Typefi Desktop enables a 75% reduction in production time, with fewer errors

“Using Typefi Desktop, our production time has greatly reduced, from one month down to three to four days,” said Jake Boulton, Rhino-Rack’s Web Projects Manager.

Typefi Desktop integrates seamlessly with Rhino-Rack’s XML database and Adobe InDesign to automate composition of fit guides.

“As well as much faster production turnaround, automating composition has resulted in a noticeable reduction in errors. That’s really important for us.”

With Typefi at the heart of its publishing workflow, Rhino-Rack is leading the charge in producing up-to-date and highly accurate fit guides for its dealers and customers, and the team continues to work towards structuring centralised data to take advantage of Typefi Desktop for all its publishing needs.

DO MORE .



TYPEFI™

The world’s most recommended publishing platform

Established in 2001, and with offices in Australia, USA, UK and the Netherlands, Typefi is the world’s only single-source publishing platform which fully integrates print, online and mobile production in a seamless end-to-end automated workflow.

We help people publish content faster.

Contact us to request a demo, or visit typefi.com to learn how we can help you DO MORE.

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